

# STRAIGHT TALK

ABOUT THE

## SIXTH WAR LOAN DRIVE

**A**S WE MOVE closer to victory, it wouldn't be surprising if you were saying to yourself—"What's the big idea of asking for all this additional money now? Isn't the war almost over?"

No sir, it is not! Not by a long shot. Of course, for many months now you've heard mostly about the war with Germany, where our greatest effort is concentrated. That's why many people have the idea that the war's practically over.

But make no mistake about it—nothing could be farther from the truth! The Japanese war is a tremendous undertaking, and victory will come high. We'll have to fight every inch of the way.

### Everything Costs More— in the Pacific War

The European war is expensive, but almost everything in the Pacific war will cost more. Take transport costs, for instance: Because of the longer distances, the same amount of freight costs 25 per cent more when shipped to the South Pacific than to Europe. And it takes twice as many cargo ships in the Pacific to support a task force of a given size because turn-around time is twice as great!

### More Planes... Tanks... Ships... Oil

In addition, we shall need more of everything. More B-29 Superfortresses that cost \$600,000 each. More P-47 Thunderbolts that cost \$50,000 each. More M-4 Tanks, with

bulldozer blades, that cost \$67,417 each. More amphibious tanks—more aircraft carriers—more supply ships—more gasoline and oil than it took for the invasion of Europe!

### Care for the Sick and Wounded

And lest anyone forget, we shall need more battalion aid stations—more clearing stations—more evacuation hospitals—more convalescent hospitals—more hospital ships.

For many, many years the sick, wounded, and otherwise disabled veterans will require medical attention and care. That's the least Uncle Sam can do in appreciation of what they've done for us.

### Maintenance for Millions

Did you ever stop to think how much money it costs to maintain the 11 to 12 million men and women in our army and navy? Whether the men are actually fighting or not, they must be fed, housed, transported from one training center or battle area to another, cared for in a hundred and one different ways. That all costs money and will continue to until the last man demobilized is back in civilian clothes.

In addition, millions of dollars will be required for mustering-out pay, for various benefits and services voted by Congress to help the boys get started in civilian life.

These are reasons enough why patriotic Americans will want to buy heavily during the Sixth War Loan. But here are still more—

### Winning the Peace—for Your Country

If we're to win the peace as well as the war, the cost of living must be kept down and the purchasing power of money preserved. A reckless inflation that would necessarily be followed by the catastrophe of deflation—with its unemployment, bankruptcies, misery and heartache—must be prevented at all cost.

Let's make no mistake—a dangerous period lies ahead. The American people have nothing to fear, however, if they show in the future the same common sense they have shown in the past, and continue to put every penny over rock-bottom expenses into the purchase of more and more War Bonds.

### Winning the Peace—for Yourself

Want another important reason? Yourself! There isn't a better or safer investment in the world today than War Bonds. In helping your country, you are also helping yourself! Never in our entire history has it been so necessary to save as right now. We'll need money, individually, for education, repairs, replacements, retirement—and we'll need a lot of it.

As you can see there are many reasons, important reasons, why our Government must have the financial support of everyone, and have it for many months to come.

Let all Americans do their part—for their own sake, for their country's.



## BUY AT LEAST ONE EXTRA \$100 WAR BOND...TODAY!

This is an Official U. S. Treasury Advertisement  
and is sponsored by

MERRITT C. SKILTON  
LAWRENCE D. QUINLAN  
GEORGE McEWAN  
HENRY J. JOHNSON  
MRS. JOHN V. McNEIL  
MRS. CLELAND D. COCHRANE  
ROY R. HATCH  
MRS. WAYNE B. WELLS  
CHARLES L. GILBERT

FRANK W. PEARSALL  
HARRY L. GINGRASS  
DR. RICHARD G. HOLTON  
L. PERCY GOODSPEED  
JAMES E. DRESSER  
EDWARD M. POWELL  
REV. ARTHUR HEEB  
GEORGE H. SHELDON  
GEORGE N. KIDDER



# THANKSGIVING, 1944

IN EACH of the communities to which we bring electric service, there is an Honor Roll of men and women who have left their homes and their jobs to serve in the armed forces so that Freedom and the American Way of Life shall not be destroyed. To them and their fellow servicemen, all thanks and honor for battles won and victories in the making.

★ 875 AGAWAM	★ 764 AMHERST	★ 67 ASHFIELD	★ 60 BECKET	★ 100 BERNARDSTON
★ 154 BUCKLAND	★ 30 CHESTERFIELD	★ 134 COLRAIN	★ 102 CONWAY	★ 53 CUMMINGTON
★ 467 DALTON	★ 340 DEERFIELD	★ 1,360 EASTHAMPTON	★ 109 GILL	★ 68 GRANVILLE
★ 2,310 GREENFIELD	★ 340 HADLEY	★ 22 HANCOCK	★ 286 HATFIELD	★ 158 HINSDALE
★ 130 LANESBORO	★ 517 LEE	★ 78 LEVERETT	★ 40 LEYDEN	★ 548 LONGMEADOW
★ 1,261 LUDLOW	★ 11 MIDDLEFIELD	★ 1,160 MONTAGUE (whole town)	★ 2 NEW ASHFORD	★ 214 NORTHFIELD
★ 40 OTIS	★ 55 PELHAM	★ 10 PERU	★ 5,920 PITTSFIELD	★ 31 PLAINFIELD
★ 60 RICHMOND	★ 63 SANDSFIELD	★ 188 SHELburne	★ 103 SOUTHAMPTON	★ 175 SOUTHWICK
★ 20,000 SPRINGFIELD	★ 136 SUNDERLAND	★ 13 TOLLAND	★ 26 TYRINGHAM	★ 20 WASHINGTON
★ 2,316 WEST SPRINGFIELD	★ 43 WESTHAMPTON	★ 120 WHATELY	★ 36 WINDSOR	★ 23 WORTHINGTON



Western Massachusetts Electric Company



Help Win The War By Buying  
**WAR BONDS**  
YOU Can Do YOUR Part